

Center for Student Involvement

Connect. Discover. Engage.



Program Questionnaire
FY 24-25

Question #1

Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

Mission

The Center for Student Involvement (CSI) creates an inclusive and accessible environment that provides meaningful and diverse learning and involvement opportunities to impact student success. Students will gain a sense of self and strong leadership skills, while becoming responsible and engaged citizens in their community.

The Center for Student Involvement achieves its mission by: coordinating and advising six University Sponsored Organizations that provide campus events, student-led programming initiatives, and funding support (Student Program Board, Homecoming Board, Frontier Fiesta, Activities Funding Board, Metropolitan Volunteer Program, and Council for Cultural Activities); providing support, guidance and management for the University of Houston's 500+ registered student organizations and their advisors; and campus-wide leadership and civic engagement centered on synergistic partnerships within the campus, local and global community.

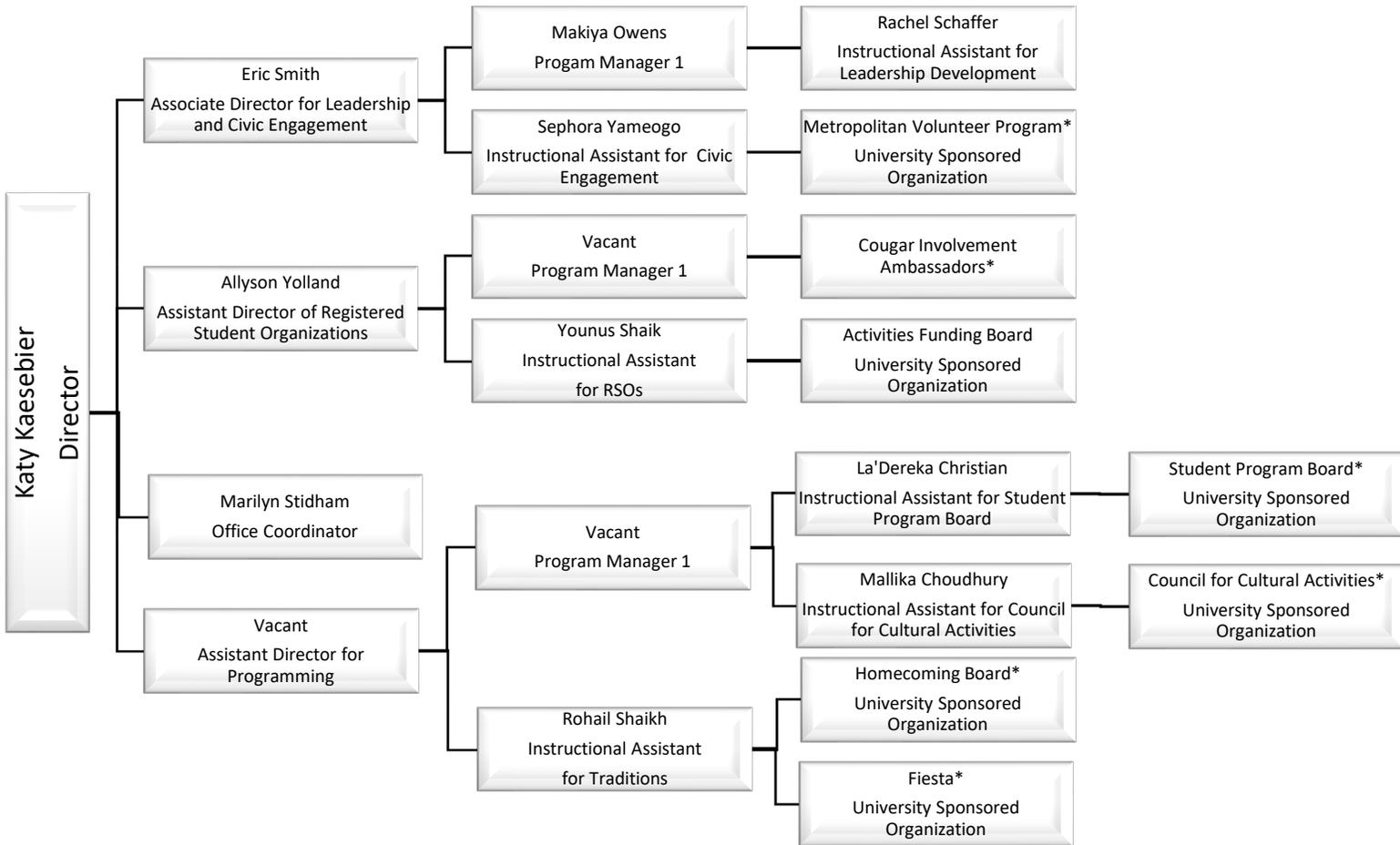
The Center for Student Involvement is positioned to have a significant positive influence on the university culture through programs and services. CSI creates a path for involvement that connects students to the University of Houston by serving as a campus resource and "first stop" for a student's involvement journey. The Center also designs self-discovery and competency development opportunities for students. The department works collaboratively with campus and community partners to provide a variety of programs. In addition, CSI provides a platform to engage students in experiential learning, while supporting them to craft their own experience as they pursue their passions and interests.

Within the Center, we host InfraRED multiple times throughout the year, which is a late night, free program based on a unique theme for each event. Students can get free food, novelty items, entertainment, and build connections with their peers on campus. ServeUH, the civic engagement portion of the department, gets students off campus and into the community to learn about social issues, non-partisan political opportunities, and make a positive impact through service. Annually, we lead the eXecutive Leadership Retreat, which trains all of the student leaders in the University Sponsored and Affiliated Organizations for their roles. They meet with administrators, learn about leadership models, and gain a deeper understanding of their role within the University context. The Center for Student Involvement ends each year with the Campus Leaders Ceremony. This ceremony recognizes individual student leaders and registered student organizations for their dedication and contributions to a vibrant campus culture through over 20 awards, in collaboration with multiple departments across campus.

To keep pace with the growth of our student population, we are requesting FY25 One-Time funding to continue to improve and create programs and services that will assist in creating a greater variety of student involvement initiatives that focus on the development of a vibrant campus life.

Question #2

Provide an organization chart of your unit. Large units may need to have an overview chart and them more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



**Student Employees*

Question #3

If your unit falls under the Division of Student Affairs, list your unit's strategic initiatives and action steps identified for the 2022 – 2023 academic year and cite the specific Division of Student Affairs (DSA) Strategic Initiatives and University of Houston Strategic Goals to which they can relate (links below). If your unit does not fall under the division of student affairs, explain, in detail, the strategic plan your unit operated under. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/ action step changes during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

DSA: uh.edu/dsa/about/strategic-planning/2019-2023/ UHGoals: uh.edu/about/mission

CSI Strategic Initiative #1: Student Success: Champion exceptional opportunities and services to support all UH students.

Action Steps 2022-23

- Engage in a review process of involvement offerings by the department to determine if programs and initiatives remain relevant to current students.
Accomplished. *The CSI team reviewed all existing programs and made changes based on data from previous years. For example, in response to low attendance, the team decided to stop hosting the Cougar Connection series, which will be replaced with a more relevant training and networking opportunity for our RSO student leaders. Staffing needs for events was evaluated in order to adjust how many staff members were required to attend late night events, so we could support a more balanced environment for the team. In addition, due to being extremely short-staffed, several programs (i.e. Lead360, Involvement Blasts, etc.) were put on hold this academic year to ensure programs and expectations matched the capacity of the staff. Moving forward, we will continue to evaluate existing programs and adjust, as needed, based on evolving trends and our finalized data from FY23.*
- Conduct a program review with Ignite graduates to ascertain satisfaction with content and delivery method.
Accomplished. *Assessment with the FY23 cohorts was completed regarding program content and delivery. Of the students that completed the program, 92% were satisfied with these areas and their experience. However, the cohorts this year were the smallest the program has seen with only 27 graduates total. Potential reasons for this include significant staff transition and unclear expectations to the students from former staff. Due to low participation in the program during FY23, we will be revamping certain areas of the program during FY24 - primarily we will revisit the existing timeline, schedule, and the content of the workshops to ensure relevancy. The fall 2023 cohort has 30 students, which is larger than the both cohorts combined for the 2022-2023 academic year.*
- Develop an intentional mapping process of all involvement opportunities with the Scarlet Seals of Excellence to create a seamless integration of learning.
Accomplished. *Existing CSI and DSA programs have been mapped to each of the Scarlet Seals of Excellence. We recently changed the "Diversity" seal to "Sense of Belonging", in compliance with SB17, and have mapped programs to this new seal to ensure our work aligns with the program and provides a cohesive and comprehensive experience for our students.*

- Create an involvement incentive program, complementing Pindamonium, to increase student motivations for engagement.
Deferred. This goal was deferred during the academic year due to a staffing shortage within the department.
- Develop an action plan based on the External Review Committee that took place in Spring 2022.
Accomplished. The action plan has been developed and includes a series of steps to be taken over the next three years. Many of the components for year 1 are in progress and/or completed. For example, the Committee recommended we integrate Get Involved and EMS to streamline the event registration process for students. It was also recommended to pause programmatic growth within the department until we could review all programs for effectiveness and to better support staff balance, well-being, and retention.

UH Goal: Student Success

- *02- Use innovative and creative teaching methods to elevate student learning.*
- *03- Increase the number of experiential learning opportunities that prepare students to excel in their chosen fields.*

CSI Strategic Initiative #2: Partnerships: Forge and strengthen partnerships to expand our reach into the university and greater community.

Action Steps 2022-23

- In partnership with Student Housing and Residential Life, launch a new initiative to train and implement Involvement Ambassadors within residence halls to encourage involvement and demonstrate the value of intentional engagement.
Partially Accomplished. CSI staff has worked closely with the SHRL team in an effort to launch this program. While there have been many unexpected delays, we have a complete framework and training plan that will be implemented during FY24.
- Engage with new campus partners to initiate the development of thematic leadership programs.
Changed. Due to significant staffing changes in CSI, this goal has been deferred. Also, in compliance with the implementation of SB17, we have removed two of our previously existing LeadUH. During FY24, we will begin working to replace these programs with additional leadership opportunities for our students.
- Educate students about the Houston community through supporting, highlighting, and using local vendors, community partners, and intentional marketing and social media efforts.
Accomplished. The staff placed a large emphasis on educating students about the Houston community this year. We shared information about organizations and businesses at events, such as highlighting community partners for both Days of Service. As often as possible, we selected and supported local vendors for our events including novelty providers, performers, and restaurants.

UH Goal: Social Responsibility

- *02: Strengthen our partnership with Historic Third Ward and the city of Houston.*

UH Goal: Student Success

- *02- Use innovative and creative teaching methods to elevate student learning.*

Question #4

Please list your 2024-2025 strategic initiatives and action steps in priority order and if operating under the DSA, cite the specific Division of Student Affairs Values and University of Houston Strategies Goals to which they relate. If your unit does not operate under the DSA, reference the strategic plan your unit operates under. Larger units may wish to group responses by subprograms. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

- i. Articulate how KPIs are tracked and how/when your unit utilizes them to measure progress towards your goals. Are there any deficiencies in your ability to measure your KPIs? If so, explain why.
- ii. Identify the milestones laid out on the path to achieving the long-term goals you have laid out. How do these milestones contribute to your unit's ability to hold itself accountable to the long-term goals?
- iii. In your response, identify who (besides the department director) is responsible for each milestone in the plan and for measuring each KPI you have identified.

CSI Strategic Initiative #1: Student Success: Champion exceptional opportunities and services to support all UH students.

Action Steps 2024-2025

- Determine the effectiveness of the InfraRED program through a series of assessment activities (i.e. format, structure, marketing approach, etc.).
- Launch an enhanced involvement incentive program to engage students in CSI programs more frequently.
- Benchmark peer and aspirational institutions to identify high-quality programs to support registered student organizations and their advisors.
- Evaluate ServeUH programs for effectiveness, impact, learning, and how they share the story of the UH and Houston community.
- Develop and implement a marketing campaign to better share the story of the department and the University Sponsored Organizations which we advise.

CSI Strategic Initiative #2: Partnerships: Forge and strengthen partnerships to expand our reach into the university and greater community.

Action Steps 2024-2025

- Evaluate existing LeadUH programs to determine gaps and opportunities for new collaborative programs.
- Engage with campus and community partners to maximize resources, build support for programs, and implement innovative programs for students.
- Work with campus departments to provide staff with training, resources, and education to effectively fulfill their roles and support our students.
- Collaborate with a diverse group of on and off-campus partners to strategically support and enhance the impact of major campus events on the student experience (i.e. Homecoming Board, Fiesta, Student Program Board).

Key Performance Indicators

In order to track our effectiveness with our programs, initiatives, and services, the Center uses a variety of KPIs including:

- Number of programs and/or attendance at each program
- Number of registered student organizations (including new vs. returning)
- Graduation and retention rates for involved students
- Satisfaction surveys
- Pre and post-tests to demonstrate learning
- Service hours

Responsibility for Assessment

Each member of the CSI team takes an active role in managing the assessment for the programs, services, and initiatives they oversee. For the Leadership & Civic Engagement area, the Associate Director works with the Activities Coordinator to ensure all assessment is completed. For the Programming and RSO area, the Assistant Directors serve as the lead and collaborate with their Activities Coordinators. The Director provides additional support to each area, and also takes the lead on overall department assessment.

Question #5

Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exists, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting this data. If your unit holds events, please provide revenue sources breakdown of each revenue stream including but not limited to the number of:

- i. Tickets sold/number of attendees recorded
- ii. Merchandise
 - Concessions sold/distributed
- iii. Revenue generated from these sales

The Center for Student Involvement does not sell tickets, merchandise, or concessions, and do not have any revenue generated from these sales. Below is a breakdown of attendees and significant data we use to track our success from one year to the next.

Registered Student Organizations

This data allows us to track the overall engagement with our Registered Student Organizations, highlighting successes and areas for growth.

<i>Activities</i>	<i>FY21</i>	<i>FY22</i>	<i>FY23</i>
Registered Student Organizations:	477	478	527
Event Registrations	1,169	3,207	7,273
Organization Orientations & Risk Management Training (split by year)	1,100	1,221	1,381
Fall Cat's Back	1,352 attendees (virtual)	Day 1 2,179 attendees 1,212 stamped cards Day 2 1,869 attendees 1,241 stamped cards	Day 1 2,085 attendees 960 stamped cards Day 2 2,337 attendees 1,153 stamped cards
Website Unique Page views	55,843	52,022	Google Analytics Report shows only total views for FY23: 84,824
Website Total Page views	75,514	67,618	

University Sponsored Organization Programs & CSI Large-scale Events

This area allows us to track the effectiveness of our University Sponsored Organizations from one year to the next.

Organization	Events FY22	Attendance FY22	Events Spring FY23	Attendance FY23
Council for Cultural Activities	7	4,586	5	6,040
Student Program Board	47	11,732	45	12,687

Fiesta	1	14,811	1	13,836
Metropolitan Volunteer Program	87	1,910	96	1,821
Homecoming	10	5,675	9	4,771
infraRED nights	4	2,868	5	2,490

Leadership and Civic Engagement Events

This attendance data allows us to track overall engagement with Leadership and Civic Engagement programs from one year to the next.

Event	FY21	FY22	FY23
MLK Day of Service	38	75	73
Ignite Leadership Program	79	76	27
Number Completed LeadUH Programs	LeadWell: 1 CoogCareers: 11 SOLD: 9 RISE: 6 Affirm: 5	CoogCareers: 3 RISE: 5 SOLD: 13 Affirm: 6	CoogCareers: 2 RISE: 15 SOLD: 3 Affirm: 1
Number of Volunteer Service Hours (Get Involved)	4,672	7,314	8,023
Empower Annual Attendance	100	106	67
End It Annual Attendance	31	88	N/A
Impact Residents	16	32	29
President's Volunteer Service Awards	Gold: 7 Silver: 3 Bronze: 5	Gold: 8 Silver: 5 Bronze: 14	Gold: 17 Silver: 6 Bronze: 12

Question #6

If your unit concluded FY2023 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which cause the addition and provide a line-item identification of the budgetary sources(s) of the addition (i.e., lapsed salary, conference travel, etc.).

At the end of FY2023, the Center for Student Involvement had the following remaining funds:

Salary: \$36,473

M&O: \$6,947

Administrative Charges: \$1,681

The remaining funds in the salary line was a result of vacancies in the Associate Director, Activities Coordinator for Registered Student Organizations, Activities Coordinator for Leadership & Civic Engagement, and Office Coordinator at various points in the year.

The remaining \$6,947 in the M&O line is a result of cost savings efforts by the team on end of year events.

Question #7

Recognizing that the potential to generate additional Student Service Fee income for FY2025 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5.0% in your total FY2025 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

Our total allocation of base-funded student fees is \$360,879. With a 5.0% reduction, this would equate to \$18,043.

At the rate of a 5.0% reduction, we would need to eliminate four of our eight student employee positions in the Cougar Involvement Ambassadors. This would result in a significant decrease in the hours the carrel spaces would be available for our student organizations, as well as increased processing times in both event and organization registration. These positions are critical in maintaining daily operations, supporting our registered student organizations and students who want to get involved on campus, and marketing CSI at various events throughout the year.

Question #8

Please discuss any budget or organizational changes experienced since your last year (FY2024) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections.

The Center for Student Involvement has experienced significant staff turnover since our FY2024 SFAC request. During this time, the following positions have been filled with either new or promoted staff:

- Director, Katy Kaesebier (Hired 7/23)
- Associate Director, Eric Smith (Hired 10/23)
- Assistant Director of Programming, Vacant (10/23)
- Activities Coordinator 1 for Registered Student Organizations, Vacant (11/22)
- Activities Coordinator 1 for Leadership & Civic Engagement, Makiya Owens (Hired 7/23)
- Activities Coordinator 1 for Programming, Vacant (9/23)

Question #9

What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC spreadsheet.

- i. If applicable, what can be done to increase donations, sponsorship sales, and other revenue streams? Please answer each separately.**

Currently the Center for Student Involvement receives only a portion of its funding from the Student Fee Advisory Committee from student activity fee dollars. Beginning in FY23, the majority of the department's funding comes from University (Student) Center fees. The SC funding covers the majority of the Maintenance and Operations for CSI, as well as the CSI Director, Assistant Director for Programming, and the Activities Coordinator for Programming. While we have explored opportunities for grants and external support, the opportunities have been extremely limited to non-existent.

For the Campus Leaders Reception, the Center for Student Involvement received and manages an endowed leadership scholarship for \$1,000 annually. The Michael and Lisa Sachs Scholarship is awarded to an undergraduate student enrolled at the University of Houston who is actively participating in a role within a co-curricular activity or student organization. This scholarship recognizes highly motivated UH students, exhibiting leadership qualities and campus involvement, to assist them in attaining their educational goals.

10. Does your unit generate revenue? (Please do not address donations in this question) If your unit does not generate revenue, respond "not applicable. If so:
- i. Provide your unit's P&L statement for the current fiscal year and trailing five-years showing all revenue streams for your unit.
 - ii. Provide line-item data for each revenue stream.
 - iii. For each revenue stream, provide an explanation of the nature of the revenue and briefly articulate the successes and failures for each line item.

The Center for Student Involvement does not generate revenue.

Question #11

Does your unit raise money from donors and sponsors? If your unit does not receive donations or sponsorships, respond "not applicable." If so:

- i. Identify key staff members responsible for development and seeking sponsorships.**
- ii. Provide financials for the current fiscal year, as well as the trailing five fiscal years including:**
 - 1. An analysis of your development activities. Include a breakdown of the nominal quantity of donors donating \$20m+, \$10m+, \$5m+ \$1m+, \$500k+, \$100k+, \$50k+, \$25k+, \$10k+, \$5k+, \$1k+, \$100+. Provide this both in terms of lifetime contributions and annual contributions.**
 - 2. An analysis of your sponsorship activities. Include a breakdown of total sponsorship dollars and identify your top twenty-five (25) sponsorship deals.**
- iii. If applicable, provide a breakdown of each capital project or capital campaign in your unit. Explain how each capital project or campaign aligns with the goals and milestones laid out in your departments strategic plan.**

The Center for Student Involvement does not individually raise money from donors or sponsors. As with most units, we work with DSA Advancement staff and UH Development and they seek donors on our behalf and oversee the process.

12. Please describe any services that are similar to yours and or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There is some overlap between the services that the Center for Student Involvement offers to registered student organizations and the work of several of our academic colleges. However, the support provided to these organizations by the academic colleges is available only to students of a specific major or classification.

There is overlap in coordinating University Sponsored Organizations as the Center for Student Media coordinates efforts of the Affiliated Organizations, including The Cougar, CoogTV, and Coog Radio; and the advising of Student Government Association by the Assistant Vice President for Student Affairs.

Each year our department partners with the Center for Student Media staff and the Assistant Vice President for Student Affairs to coordinate training and on-boarding for the student leaders in all 10 University Sponsored and Affiliated Organizations.

Despite these slight overlaps, no other department on campus provides leadership and civic engagement opportunities that are available for all students, programming, coordinating University Sponsored Organizations, and a suite of services for registered student organizations.

Question #13**What percentage of department M&O is allocated to marketing?**

- i. Please detail your comprehensive marketing strategy towards the student body including metrics used to measure the effectiveness of the marketing strategy.**
- ii. How much revenue is allocated towards the marketing strategy?**

Currently, we have 3.5% of our M&O budget allocated specifically for marketing. However, within individual program lines in our internal budget spreadsheet, we allocate additional funds for digital and print marketing. The department marketing is part of the job description for the Activities Coordinator 1 for Registered Student Organizations. That position has been vacant since November 2022, so our remaining staff have worked to maintain our investment in marketing, but it has been challenging. Once we have successfully hired the replacement, we will see a significant increase in the amount of time dedicated to marketing the department. In our FY25 goals, we have an action step dedicated to a department-wide marketing campaign.

One of the current best indicators of our reach through marketing is via social media. Our current follower numbers are as follows:

X (formerly known as Twitter): 1,018 followers

Instagram followers: 2,343 (an increase of 78% from 1,332 in FY22)

Question #14

If any of your funding from the student service fee goes to your general operating fund, please detail where any student service fees you received went and what they were spent on as well as future intentions if granted. Otherwise please respond “not applicable”.

This question is not applicable for the Center for Student Involvement.

Question #15

How does your unit contribute to campus culture and improve the student experience? How is the effectiveness of these contributions measured by your unit if at all? What else can your unit do going forward to continue to improve your contribution to the student experience?

iii. Does your unit contribute to turning students into Coogs for life?

The Center for Student Involvement is committed to positively contributing to campus culture and improving the student experience. Over time, our involvement data has continually shown that students who participate in at least one event hosted by CSI have a higher GPA and are retained at a higher level than peers who do not attend an event. In FY22, their GPA was an average of 0.1 point higher, and they were retained at a 7% higher rate.

A sense of belonging is a critical component to creating a positive culture and ensuring our students have an amazing experience. Through involvement with all areas of our office students will create lasting memories, build meaningful relationships, learn valuable skills, and make an impact on the campus community. One student shared that his experience with CSI has been pivotal during his time at UH. "The Center for Student Involvement has been able to connect me to many on campus leadership positions, allowing me to make connections with other students who have become long lasting friends, all while teaching me leadership skills that help me leave my own impact."